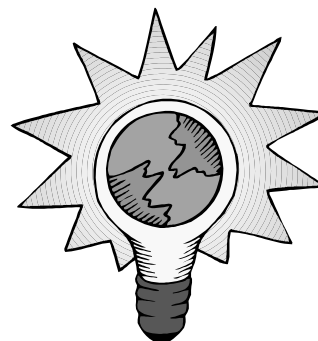




Imagine the Possibilities...

Take a look at the innovative programs for your business and community. See what sparks an idea for you!

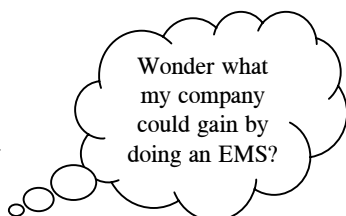


Innovation and Beyond Compliance

Environmental Cooperation Pilot Program – This program is designed to evaluate innovative environmental initiatives that use environmental management systems and public involvement to deliver improved performance. The Department of Natural Resources (DNR) and businesses develop agreements that deliver environmental performance and regulatory flexibility.

Green Tier – Green Tier seeks ways to change “no you can’t” to “yes we can”. Strategic alliances deliver brand value, brand protection and enhance community relationships. Green Tier captures environmental outcomes using environmental contracts to forge more efficient and effective working relationships. Incentives encourage parties to go beyond compliance and address regulated and non-regulated environmental issues.

ISO 14000 and Environmental Management Systems (EMS) – We help evaluate, promote, assist and document voluntary use of EMS standards in Wisconsin.



Pollution Prevention and Waste Minimization Efforts in Specific Business Sectors

We focus on developing relationships between businesses and environmental organizations utilizing partnerships, recognition programs, various communication tools and a sector-based approach. Business sector specialists provide coordinated, cross-media technical and compliance assistance. They can also help with consistency issues. Our purpose is to reduce environmental impacts by making regulations clearer and proposing practices that prevent pollution and minimize waste. The sectors that currently have specialists are listed on the last page.

- **Aquaculture Sector Interactions** – The aquaculture sector specialist serves as a liaison to inform fish farmers about DNR regulations and to bring their concerns to the attention of appropriate DNR staff. The specialist represents DNR on an industry advisory council, coordinates workgroup meetings and participates in the trade association’s annual convention.

- **Pulp and Paper Pollution Prevention Partnership** - aims at creating cost-effective environmental improvement opportunities.

● **Wisconsin / Department of Defense Pollution Prevention Alliance** -- The state of Wisconsin and the Department of Defense have formed a voluntary Alliance that focuses on pollution prevention and information exchange at defense sites. The Alliance's mission is to create a working relationship with government agencies and local communities to promote and implement pollution prevention as the preferred strategy for protecting the environment, conserving resources, fostering community well-being and enhancing mission readiness at DOD facilities. A sector specialist is co-chair of the Alliance.

Recognizing good environmental players

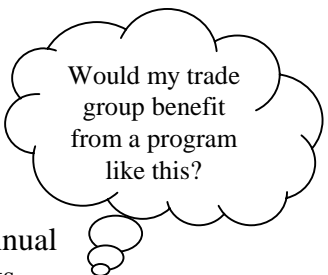
● **The Hot Mix Asphalt Environmental Leadership award** is an example of an industry sector working proactively with a regulatory agency and local government to improve the environment and enhance their public image. Winners of this award have achieved environmental excellence above and beyond what is required of them by environmental regulations and also excelled in safety, plant appearance and community relations. In the first two years, 27 asphalt plants earned this award.

● **Dry Cleaners' Partnership and 5 Star Award Program** is an example of a trade organization working with DNR to recognize good actors. The program focuses on reducing the toxicity of wastes in the dry cleaning process and rewards participants through a five-star recognition program that is a tiered system of increasingly ambitious environmental performance designed to attract customers to participating businesses.

● Not specific to a sector, the **P/E/P (Prevention/Environment/Prosperity) Award** is presented to businesses at Natural Resources Board Meetings for innovative pollution prevention activities.

Privatized Self-Monitoring

The Wisconsin Institute of Scrap Recyclers, the Concerned Auto Recyclers of Wisconsin and DNR developed the **Storm Water Cooperative Compliance Program (CCP)**. This unique program is designed to encourage group participation which includes annual training, expert assistance, group annual reporting, annual self audits, implementation of Best Management Practices through phases, while offering regulatory flexibility. Currently seven CCP's are operating with a membership of about 400 auto and scrap recycling facilities.



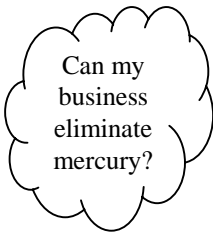
Would my trade group benefit from a program like this?

Industries remove mercury

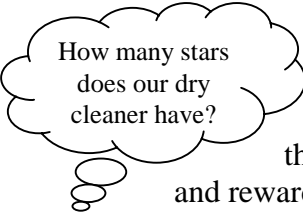
The Auto and Scrap Recycling Industry and DNR recently kicked off a Mercury Collection Program aimed at recovering mercury switches from scrapped autos and appliances. Through grants DNR is helping dairy farmers replace their mercury-containing pressure gauges with non-mercury alternatives. Many communities are working with their dentists, hospitals, schools and other businesses to reduce mercury in the environment.

Policy & Issues

Our program works to influence policy development and issue management. We research, develop and introduce pilot programs, voluntary approaches and performance based tools that help achieve and exceed the desired environmental result. The Community Mercury Reduction Program and the Persistent Bioaccumulative Toxins (PBTs) Policy Framework are examples of this work.



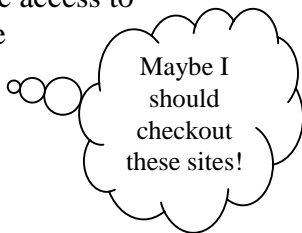
Can my business eliminate mercury?



How many stars does our dry cleaner have?

Accessible Information

By providing information and assistance, we try to help businesses get into compliance and prevent pollution. Consolidated, electronic reporting is making it easier for businesses to report information. The **Fact System** provides public access to emission and discharge information. Several websites (see below) put a wealth of information at your fingertips.



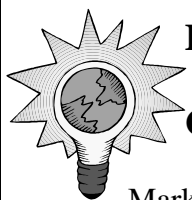
Beyond compliance begins with compliance. With this in mind, we are building an electronic, environmental **Permit Primer**. The permit assistance web page prompts businesses with questions to help them understand and prepare for the types of regulations that affect their industry. Moving through the different programs, business owners can determine what permits are applicable to them and learn how pollution prevention can save them money and reduce regulatory oversight. Let us know if you're interested in "test-driving" this in-progress primer.

On-line resources

■ **Please visit our Bureau's Website:** www.dnr.state.wi.us/org/caer/cea/
Provides details about our programs, projects and resources.

■ **Wisconsin's Pollution Prevention website:** <http://wip2.uwex.edu/>
DNR, UW-Extension, Department of Commerce and Department of Agriculture have combined their pollution prevention resources at this one site. It contains news, services, publications, contacts, and compliance info. A great place for both the beginner and the expert.

■ **Fact System:** <http://www.dnr.state.wi.us/>
Gives Internet access to information about air emissions, wastewater discharges, and hazardous waste generation in Wisconsin. Go to the DNR homepage, scroll down to "Go to some top topics:" and select "Fact System."



**Ideas? Questions?
Want more information?
Contact:**

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web site: www.dnr.state.wi.us/org/caer/cea/

general e-mail: CEA@dnr.state.wi.us

e-mail for specific staff: first name.last name@dnr.state.wi.us

Sector*	Sector Specialist	Office	Phone
<ul style="list-style-type: none"> •Asphalt Pavers •Aquaculture •Auto Services •Chemical Manufacturers •Community Mercury Reduction •Dry Cleaning •Electronics Recycling •Energy •Environmental Management Systems •Food Processing •Foundries •Metal Plating and Finishing •Scrap Recycling & Auto Salvage •Wood Products 	Jerry Rodenberg Jerry Rodenberg Lynn Persson Scott Lee Charles "Randy" Case Mark McDermid Cynthia Moore John Shenot Kim McCutcheon Jerry Rodenberg Susan Lindem** Mark McDermid Mark Harings Laurel Sukup	Madison Madison Madison Milwaukee Madison Madison Madison Madison Fitchburg Madison Madison Madison Eau Claire Rhinelander	(608) 266-7715 (608) 266-7715 (608) 267-3763 (414) 263-8681 (608) 267-7639 (608) 267-3125 (608) 267-7550 (608) 267-0802 (608) 275-3207 (608) 266-7715 (608) 267-0567 (608) 267-3125 (715) 831-3263 (715) 365-8936
* Contact us if your sector is interested in working with the DNR. ** These sector specialists reside in the Bureau of Air Management.			

Other Bureau Positions	Staff	Phone
<ul style="list-style-type: none"> •Bureau Director •Program Assistant •Program & Planning Analyst •Environmental Asst. Outreach Team Leader •Mercury Specialist •Performance Measures •Fact System Data Quality Specialist •Web Coordinator •Small Business Asst. Web Publisher (Antigo) •Waste Minimization Coordinator 	Mark McDermid Darlene Nelson Galloway Candice Sovinski Shelley Heilman Charles "Randy" Case Timothy Mulholland Michael Solomon Tracy Fretwell Mike Nordin Lynn Persson	(608) 267-3125 (608) 267-9700 (608) 267-7407 (608) 267-0873 (608) 266-1962 (608) 267-9305 (608) 264-8951 (608) 266-5892 (715) 623-4190 (608) 267-3763

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